

## QUARTERLY ISSUES / PROGRAMS REPORT

Station: KDND-FM

Location: Sacramento, California

For:

\_\_\_ January - March 19 \_\_\_

\_\_\_ April-June 19 \_\_\_

X July-September 19 99

\_\_\_ October-December 19 \_\_\_

Attached are descriptions of local issues addressed by the station and descriptions of how each issue was treated through the station's most significant issue-responsive programming or announcements during the reporting period.

## ASCERTAINED COMMUNITY ISSUES

Following is a list of issues which KDND-FM has determined to be of concern to Sacramento and to listeners through the KDND-FM service area.

1. **EDUCATION**, including the quality of public education; school busing; white flight; bilingual education; school violence; and the quality of college and adult education.
2. **ECONOMY**, including inflation; economic development; economic opportunity; welfare; unemployment; job training; labor relations; and consumer issues.
3. **GOVERNMENT**, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. **HEALTH**, including quality of medical facilities; national health programs; nutrition; physical fitness; mental health; preventive health care; and medical malpractice.
5. **ENVIRONMENT, ENERGY AND TRANSPORTATION**, including natural disasters; pollution (especially air and water); the water crisis; and the effects of urban sprawl.
6. **MINORITIES/WOMEN/AGING**, including discrimination and other problems of racial minorities; women and senior citizens; the handicapped; homosexuals; and religious ethnic groups.
7. **CRIME**, including increasing crime rate; youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. **DRUG ABUSE**, including the increase in use and abuse of drugs and alcohol; rehabilitation programs; drunk driving; and the need for greater education.
9. **HOUSING**, including rental restrictions; rent control; lack of low and middle housing; landlord/tenant relations; historical preservation; and mortgage rates.
10. **YOUTH/FAMILY**, including issues regarding marriage; the changing role of the family; parenting; child rearing; and abuse.

## **KDND-FM ISSUE-RESPONSIVE PROGRAMMING**

KDND-FM regularly broadcasts programs and informational messages dealing with issues that affect its listeners and the communities they live in. A description of this programming follows:

<b><u>Day/Time</u></b>	<b><u>Program</u></b>	<b><u>Description</u></b>
Sunday 5A-6A	Public File Host: Kat Maudru	Locally produced news and public affairs magazine show featuring in depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.
Sunday 6A-7A	The Parent's Journal	Weekly, one-hour family program hosted by Bobbi Conner.
Various Days & Time	Public Service Announcements	Brief, informational messages, that serve the community's needs and interests by promoting programs, activities or services of governmental or non-profit organizations, or by otherwise informing listeners about community issues and events. PSA's are aired through the broadcast day.

KDND-FM also periodically produces and presents special programs that provide in-depth treatment of issues confronting the Sacramento area. These special programs are presented at various times during the broadcast day.

## ISSUES / PROGRAMS LIST

### EDUCATION

Issue: Summer Reading  
Program: The Parent's Journal  
Date: July 4, 1999  
Time: 6:00A-7:00A

Guest: Dr. Leslie Holt, St. Louis Library.

Issue: Water & Boating Safety  
Program: Public File  
Date: July 11, 1999  
Time: 6:30A:7:00A

Description: Sacramento Mayor Joe Serna has proclaimed July Aquatic Safety Month. 'Kid Splash' theme reinforces a commitment to aquatic safety for swimmers and to educate the public to be aware of the hazards of aquatics. The event is devoted to water safety education for all ages and seeks to prevent drowning and unwarranted accidents on the rivers, at pools and at aquatic parks. Participants include the US Army Corps of Engineers, the Department of Boating & Waterways, the City of Sacramento Fire Department and many more.

Issue: Baby Talk Part I - Series on Language Development  
Program: The Parent's Journal  
Date: July 11, 1999  
Time: 6:00A-7:00A

Guest: Kathy Hirsh-Pasek, Ph.D., Author of a new book called *How Babies Talk: The Magic and Mystery of Language In The First Three Years Of Life.*

Issue: Baby Talk Part II - Series on Language Development  
Program: The Parent's Journal  
Date: July 18, 1999  
Time: 6:00A-7:00A

Guest: Kathy Hirsh-Pasek, Ph.D., Author of a new book called *How Babies Talk: The Magic and Mystery of Language In The First Three Years Of Life.*

Issue: Recruiting Qualified Teachers  
Program: Public File  
Date: July 25, 1999  
Time: 5:00A-5:30A

Description: It is estimated that between 260,000 and 300,000 new teachers will be needed in California over the next decade to serve a student population of 6.5 million by the year 2005. Class size reduction alone has increased the demand for new teachers by more than 100%. CalTeach is helping California attract the best and the brightest teachers into the classroom to create a teaching core that reflects our state's diversity. It is an information, referral and recruitment center for individuals who are interested in becoming teachers.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

Issue: Finding Playtime With Household Items For Your Toddler  
Program: The Parent's Journal  
Date: July 25, 1999  
Time: 6:00A-7:00A

Guest: Sandi Dexter - 12 years as a preschool teacher and Author of *Joyful Play With Toddler: Recipes For Fun With Odds & Ends*.

Issue: Games To Play With Babies  
Program: The Parent's Journal  
Date: August 1, 1999 & September 5, 1999  
Time: 6:00A-7:00A

Guest: Jackie Silberg, Author of *Baby Games*, *Games To Play With Babies*, and *300 Three Minute Games*.

Issue: Preparing Your Child For Kindergarten  
Program: The Parent's Journal  
Date: August 1, 1999  
Time: 6:00A-7:00A

Guest: Philip Bongiorno, M.A., O.T.R. Occupational Therapist works with developmental disorders in preschool children. Author of *Get in Shape to Write*.

Issue: Drunk Driving Prevention  
Program: Public File  
Date: August 8, 1999  
Time: 5:30A-6:00A

Description: Our guest has 2 DUI convictions and his passion toward increasing public awareness stems from his own real life experiences with drinking and driving. The program encourages people to become aware of the problems created by driving under the influence and create a society where driving under the influence is totally unacceptable. Since 2 in 5 Americans will be involved in an alcohol related accident in their lifetime, our guest points out that anyone can be the next victim of drunk driving.

Issue: What To Look For In A College  
Program: The Parent's Journal  
Date: August 15, 1999  
Time: 6:00A-7:00A

Guest: Jay Matthews, Education Reporter for the Washington Post. Author of *Class Struggle: What's Wrong (And Right) With America's Best Public High Schools*.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

Issue: Winning Scholarships For College  
Program: The Parent's Journal  
Date: August 15, 1999  
Time: 6:00A-7:00A

Guest: Marianne Ragins, winner of more than \$400,000 in scholarship money. Author of *Winning Scholarships For College: An Insiders Guide*.

Issue: Homework Help  
Program: The Parent's Journal  
Date: September 5, 1999  
Time: 6:00A-7:00A

Guest: Amy Nathan, Author of parenting and children's books... her latest is *Surviving Homework*.

Issue: When It Comes To Childcare... What Should Parent's Know  
Program: The Parent's Journal  
Date: September 12, 1999  
Time: 6:00A-7:00A

Guest: Elissa Tabak-Lombardo, Educator and Administrator for child care centers, Author of *The Caring Parent's Guide To Child Care*.

Issue: How To Prepare Our Children For School... What Are Our Children Learning In School  
Program: The Parent's Journal  
Date: September 12, 1999  
Time: 6:00A-7:00A

Guest: Anne E. LaForge, Author of *What Really Happens In School: A Guide To Your Child's Emotional, Social and Intellectual Development Grades K-5*.

Issue: Brain Development / Link Between Emotional Development & Intellectual Development  
Program: The Parent's Journal  
Date: September 19, 1999  
Time: 6:00A-7:00A

Guest: Lise Elliot, Ph.D., Author of *What's Going On In There?: How The Brain and Mind Develop In The First Five Years Of Life*.

Issue: Teaching Your Child Problem Solving Skills  
Program: The Parent's Journal  
Date: September 26, 1999  
Time: 6:00A-7:00A

Guest: Michele Borba, Ph.D., Author of *Parent's Do Make A Difference: How To Raise Kids With Solid Character, Strong Minds and Caring Hearts*.

## ISSUES / PROGRAMS LIST

### EDUCATION (Cont'd)

Issue: How Children Learn Values and Important Life Skills From Children's Books  
Program: The Parent's Journal  
Date: September 26, 1999  
Time: 6:00A-7:00A

Guest: Dr. Mary Koski, Child Author of *Impatient Pamela* books.

Issue: Natural Consequences / Teens Break Rules  
Program: The Parent's Journal  
Date: September 26, 1999  
Time: 6:00A-7:00A

Guest: Mike Riera, Dean of Students at Marin Academy in San Rafael, California and the author of *Surviving High School* and *Uncommon Sense for Parents with Teenagers*.

## ISSUES / PROGRAMS LIST

### ECONOMY

Issue: Job Placement  
Program: Public File  
Date: July 18, 1999  
Time: 5:30A-6:00A

Description: Last year, over 70,000 Sacramento residents used the Sacramento Works Career Centers to find information about careers, jobs, resume help and interview workshops. Annually, the organization places 4,000 people with local business owners and employers. The organization's mission is to provide a working connection between employers and job seekers and to promote a prosperous economic future for Sacramento County. They provide employers with qualified screened candidates who want to work.

Issue: On-The-Job Drunk Driving  
Program: Public File  
Date: September 5, 1999  
Time: 5:30A-6:00A

Description: Our guests' 5 month California State University study about alcohol related policies at medium and large companies across the state shows that more than one out of four California employers fire workers on the spot if they are caught driving drunk while on the job. The survey examined how firms deal with employees who get a traffic ticket for inebriated driving or have a liquor related car crash, whether during or after working hours.

## ISSUES / PROGRAMS LIST

### GOVERNMENT

Issue: People With Disabilities  
Program: Public File  
Date: September 26, 1999  
Time: 5:00A-5:30A

Description: Californians for Disability Rights is the oldest and largest advocacy organization of disabled persons in California. During October, Disability Awareness Month, the group is holding a series of informational workshops designed to give disabled persons the tools to recognize and enforce their civil rights. Even though state and federal law prohibits discrimination against people with disabilities, our guest says that people are regularly denied housing, employment and access to buildings and transportation because of their disabilities. The informational workshops will cover empowerment through self-advocacy, enforcing civil rights through the small claim court process, and rights and responsibilities of MediCal, MediCare and SSI beneficiaries.

## ISSUES / PROGRAMS LIST

### HEALTH

Issue: Living With Blindness  
Program: Public File  
Date: July 11, 1999  
Time: 5:00A-5:30A

Description: The Society for the Blind's mission is to assist people who have lost all or part of their eyesight to live the most useful, productive, independent and fulfilled lives possible by providing a local non-profit for the rehabilitation, recreational and information services they require. The society is the valley's oldest and largest center of its kind, serving more than 2,000 blind and visually impaired people each year. Their programs and services include a low vision clinic, a Products for Independence Store, Braille classes, computer training, support groups, living skills instruction, lessons in using a white cane and referrals to other helpful services and organizations in the area.

Issue: Healthy Sleep Habits  
Program: The Parent's Journal  
Date: July 18, 1999  
Time: 6:00A-7:00A

Guest: Dr. Marc Weissbluth, Pediatrician & Founder of The Sleep Disorders Center at Chicago's Children's Memorial Hospital.

Issue: AIDS Vaccine  
Program: Public File  
Date: July 18, 1999  
Time: 6:00A-6:30A

Description: The purpose of the local study is to learn if a possible HIV vaccine will protect people from the HIV-1 virus. Researchers are trying to find out how effective the experimental vaccine will be in fending off the AIDS virus in people who engage in risky sexual practices. The need for a vaccine for HIV/AIDS is obvious. AIDS has already claimed 12 million lives. 30 million individuals are infected with HIV. Over 1 billion dollars is spent each year looking for a cure. Only an effective preventive vaccine can limit and eventually eliminate the HIV epidemic.

Issue: Hospice  
Program: Public File  
Date: August 1, 1999  
Time: 5:00A-5:30A

Description: Baby boomers have great difficulty discussing end of life choices with their parents. In addition, although they often have definite views about how they want to spend their final days or months, many senior citizens are also uncomfortable holding these discussions. Elderly people need to know that hospice is an option. Hospice provides in-home support, including home visits by medical professionals, pain management and emotional support for the patient and the family. Other hospice services include spiritual support, respite care, companionship and on-going bereavement art group. Patients also need to know that government funding for hospice is available.

## ISSUES / PROGRAMS LIST

### HEALTH (CONT'D)

Issue: Nutrition / Kids... New Nutrition Pyramid... What Kids Need  
Program: The Parent's Journal  
Date: August 22, 1999  
Time: 6:00A-7:00A

Guest: Agriculture Secretary Dan Glickman.

Issue: Leukemia  
Program: Public File  
Date: September 12, 1999  
Time: 5:30A-6:00A

Description: Leukemia and Lymphoma are the leading fatal cancers in people under the age of 35. Every nine minutes another person dies from Leukemia, Lymphoma or Myeloma. The Leukemia Society of America is the world's largest private organization concerned solely with funding research towards cures for blood related cancers such as Leukemia, Lymphoma, Hodgkins' Disease and Myeloma and improving the quality of life of patients and their families. September marks the annual observance of Leukemia Awareness Month, a time to remember those lost to the disease and a time to celebrate the lives of the growing number of survivors. "Light The Night Leukemia Walk" is an evening fund raising walk taking place in cities across the country... including Sacramento.

Issue: Pediatric Brain Tumors  
Program: Public File  
Date: September 19, 1999  
Time: 5:00A-5:30A

Description: Each year, over 100,000 people in the United States will be diagnosed with a primary or metastatic brain tumor. Brain tumors are the most deadly of all the childhood cancers. The Ride For Kids event is raising money to start and operate the nation's first and only national brain tumor information data bank. To date, the annual event has raised over \$6,500,000 to support the search for the cause and cure of childhood brain tumors. The Pediatric Brain Tumor Foundation seeks to increase public awareness about the severity and prevalence of childhood brain tumors, aid in early detection and treatment of childhood brain tumors, and most importantly find the cause and cure of childhood brain tumors through the support of medical laboratory research.

## ISSUES / PROGRAMS LIST

### ENVIRONMENT, ENERGY & TRANSPORTATION

Issue: Water & Boating Safety  
Program: Public File  
Date: July 11, 1999  
Time: 6:30A:7:00A

Description: Sacramento Mayor Joe Serna has proclaimed July Aquatic Safety Month. 'Kid Splash' theme reinforces a commitment to aquatic safety for swimmers and to educate the public to be aware of the hazards of aquatics. The event is devoted to water safety education for all ages and seeks to prevent drowning and unwarranted accidents on the rivers, at pools and at aquatic parks. Participants include the US Army Corps of Engineers, the Department of Boating & Waterways, the City of Sacramento Fire Department and many more.

Issue: Fire Safety  
Program: Public File  
Date: August 1, 1999  
Time: 5:30A-6:00A

Description: Our guest discussed fire safety in the wild and around the home. The fire season in Northern California is in full swing, and everyone from motorists to campers to homeowners can help prevent fires that can torch vast areas of forest or homes and lives. In the wake of several recent arsons, our guest also discussed the importance of reporting anything that an individual may consider suspicious surrounding a fire. Burn days, BBQ safety, the importance of cleaning chimneys, combustible garage fires and grass fires started by hot cars pulled off the road were also discussed.

Issue: Local Air Quality  
Program: Public File  
Date: August 15, 1999  
Time: 5:30A-6:00A

Description: The AQMD "Spare The Air" campaign seeks to teach Sacramento residents simple ways to avoid adding to the poor air quality in the region. Even in healthy people, ozone can cause shortness of breath, coughing, wheezing and painful deep breaths. Individuals with asthma, emphysema or bronchitis may experience worse symptoms. A Spare The Air advisory is issued on days when air quality is predicted to be unhealthy. The AQMD recommends reducing driving during these days and reducing driving, in general, during the hot summer. Other ways to help improve air quality include reducing the use of gas powered garden tools, and avoiding lighter fluid when using the barbecue.

Issue: Recycling  
Program: Public File  
Date: September 26, 1999  
Time: 6:30A-7:30A

Description: Our guest discussed a myriad of county recycling programs... mixed recycling and "green" curbside recycling, motor oil recycling... what the county is doing to reduce waste going to landfill... how residents' garbage/recycling programs are changing... what can be done with yard waste, meeting the mandates of AB939.

## ISSUES / PROGRAMS LIST

### MINORITIES, WOMEN & AGING

Issue: End Of Life Issues  
Program: Public File  
Date: July 25, 1999  
Time: 5:30A-6:00A

Description: Currently there are nearly 40 million senior citizens in the United States, but in the next 30 years that number is expected to double to 80 million as Baby Boomers and their parents reach age 65. Each year, more than 70% of the 2.3 million people who die in America are faced with tough decisions on end-of-life care. Hospice offers what people say they want at the end-of-life - choice in care, control of pain, medical attention, help for family, spiritual and emotional support, and the option to remain in their own home. In addition, 90% of Americans don't realize that hospice care is a free benefit provided to government Medicare beneficiaries.

Issue: Hospice  
Program: Public File  
Date: August 1, 1999  
Time: 5:00A-5:30A

Description: Baby boomers have great difficulty discussing end of life choices with their parents. In addition, although they often have definite views about how they want to spend their final days or months, many senior citizens are also uncomfortable holding these discussions. Elderly people need to know that hospice is an option. Hospice provides in-home support, including home visits by medical professionals, pain management and emotional support for the patient and the family. Other hospice services include spiritual support, respite care, companionship and on-going bereavement art group. Patients also need to know that government funding for hospice is available.

Issue: An End To Domestic Violence  
Program: Public File  
Date: September 19, 1999  
Time: 5:30A-6:00A

Description: The 20<sup>th</sup> annual rally and march affirms Northern California's commitment to ending the violence that restricts women's personal freedom and safety. The evenings activities include a reading of the names of victims of violence against women throughout Sacramento County. WEAVE services include a shelter program for battered women and their children, counseling, sexual assault / rape crisis services, professional training, community group awareness and violence prevention workshops.

## **ISSUES / PROGRAMS LIST**

### **MINORITIES, WOMEN & AGING (Cont'd)**

**Issue:** People With Disabilities  
**Program:** Public File  
**Date:** September 26, 1999  
**Time:** 6:00-6:30

**Description:** Californians for Disability Rights is the oldest and largest advocacy organization of disabled persons in California. During October, Disability Awareness Month, the group is holding a series of informational workshops designed to give disabled persons the tools to recognize and enforce their civil rights. Even though state and federal law prohibits discrimination against people with disabilities, our guest says that people are regularly denied housing, employment and access to buildings and transportation because of their disabilities. The informational workshops will cover empowerment through self-advocacy, enforcing civil rights through the small claim court process, and rights and responsibilities of MediCal, MediCare and SSI beneficiaries.

## ISSUES / PROGRAMS LIST

### CRIME

Issue: Television Violence And The Effects It Has On A Child's (And Teens) Development  
Program: The Parent's Journal  
Date: July 25, 1999  
Time: 6:00A-7:00A

Guest: Jane Brown, Researcher, Professor, UNC-Chapel Hill School of Journalism and Mass Communications.

Issue: Fire Safety  
Program: Public File  
Date: August 1, 1999  
Time: 5:30A-6:00A

Description: Our guest discussed fire safety in the wild and around the home. The fire season in Northern California is in full swing, and everyone from motorists to campers to homeowners can help prevent fires that can torch vast areas of forest or homes and lives. In the wake of several recent arsons, our guest also discussed the importance of reporting anything that an individual may consider suspicious surrounding a fire. Burn days, BBQ safety, the importance of cleaning chimneys, combustible garage fires and grass fires started by hot cars pulled off the road were also discussed.

Issue: Mentoring  
Program: Public File  
Date: August 8, 1999  
Time: 5:00A-5:30A

Description: Big Brothers / Big Sisters mission is to provide positive, long-term mentoring to children who face the challenges of growing up in single parent homes. Advocacy organizations report one in four households in this service area are single parent homes. Over the last several years there has been an increase in children living at the poverty level, child abuse reports youth unemployment, teen births, and preventable teen deaths. The cost to arrest, incarcerate and potentially rehabilitate a juvenile criminal is \$40,000, while the cost of a Big Brothers / Big Sisters match is about \$1,000 annually. Moreover, Little Brothers and Sisters are 46% less likely to become involved with drugs and alcohol, 53% less likely to skip school and 33% less likely to be physically violent than young people who are non-participants in Big Brothers / Big Sisters.

Issue: Drunk Driving Prevention  
Program: Public File  
Date: August 8, 1999  
Time: 5:30A-6:00A

Description: Our guest has 2 DUI convictions and his passion toward increasing public awareness stems from his own real life experiences with drinking and driving. The program encourages people to become aware of the problems created by driving under the influence and create a society where driving under the influence is totally unacceptable. Since 2 in 5 Americans will be involved in an alcohol related accident in their lifetime, our guest points out that anyone can be the next victim of drunk driving.

## ISSUES / PROGRAMS LIST

### CRIME (Cont'd)

Issue: Violence and How It Affects Boys - Focusing on "What Do Boys Need"  
Program: The Parent's Journal  
Date: August 15, 1999  
Time: 6:00A-7:00A

Guest: Dan Kindlon, Ph.D. and Michael Thompson, Ph.D... Authors of *Raising Cain: Protecting The Emotional Life Of Boys*.

Issue: Road Rage  
Program: Public File  
Date: August 15, 1999  
Time: 5:00A-5:30A

Description: Millions of people drive aggressively each day and therefore endangering other motorists. With busy working parents trying to fit extra chores and activities into the day, stress levels have never been higher. Behind the wheel, stress creates anxiety, which leads to short tempers, compulsive driving and aggressive behavior and, in some cases, death. Triggers to aggressive driving include loud music, use of the horn, tailgating, changing lanes without signaling and even parents yelling at their children. Our guests also discussed tips to help avoid stressful situations on the road, such as allowing more time than needed to get to a destination, listening to soothing music, changing one's driving route, or even taking mass transit to avoid driving altogether.

Issue: Alternative Choices For At-Risk Kids  
Program: Public File  
Date: August 22, 1999  
Time: 5:30A-6:00A

Description: The Youth Guidance Connection's mission is to strengthen and support communities by providing at-risk and high-risk young people and their families with positive alternatives to negative behaviors and actions. Their programs include mentoring, fundamental life skills, substance abuse counseling, teen fathering, gang awareness, and first offender programs, among others. By collaborating with schools, juvenile justice agencies, business leaders and community leaders, the organization seeks to effectively meet the growing needs of all at-risk children. One of their newest programs is "Reducing School Violence Through Prevention" (RSVP), an early prevention and intervention program which targets kids in elementary, middle and high school who have been identified by teachers, counselors, parents and friends as struggling with potentially violent issues.

Issue: Neighborhood Watch  
Program: Public File  
Date: August 29, 1999  
Time: 5:30A-6:00A

Description: Neighborhood Watch is one of the most effective and least costly ways to prevent crime and reduce fear. It relies on the best crime fighting tool ever invented... a good neighbor. The battle against crime will not be won by people acting on their own. When neighbors work together with law enforcement, and extremely effective crime fighting team is created. Neighborhood Watch fights the isolation that crime both creates and feeds upon. It forges bonds among area resident, helps reduce burglaries and robberies, and improves relations between police and the communities they serve.

## ISSUES / PROGRAMS LIST

### CRIME (Cont'd)

Issue: On-The-Job Drunk Driving  
Program: Public File  
Date: September 5, 1999  
Time: 5:30A-6:00A

Description: Our guests' 5 month California State University study about alcohol related policies at medium and large companies across the state shows that more than one our of four California employers fire workers on the spot if they are caught driving drunk while on the job. The survey examined how firms deal with employees who get a traffic ticket for inebriated driving or have a liquor related car crash, whether during or after working hours.

Issue: An End To Domestic Violence  
Program: Public File  
Date: September 19, 1999  
Time: 5:30A-6:00A

Description: The 20<sup>th</sup> annual rally and march affirms Northern California's commitment to ending the violence that restricts women's personal freedom and safety. The evenings activities include a reading of the names of victims of violence against women throughout Sacramento County. WEAVE services include a shelter program for battered women and their children, counseling, sexual assault / rape crisis services, professional training, community group awareness and violence prevention workshops.

## ISSUES / PROGRAMS LIST

### DRUG ABUSE

Issue: Mentoring  
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Time: 5:00A-5:30A

Description: Big Brothers / Big Sisters mission is to provide positive, long-term mentoring to children who face the challenges of growing up in single parent homes. Advocacy organizations report one in four households in this service area are single parent homes. Over the last several years there has been an increase in children living at the poverty level, child abuse reports youth unemployment, teen births, and preventable teen deaths. The cost to arrest, incarcerate and potentially rehabilitate a juvenile criminal is \$40,000, while the cost of a Big Brothers / Big Sisters match is about \$1,000 annually. Moreover, Little Brothers and Sisters are 46% less likely to become involved with drugs and alcohol, 53% less likely to skip school and 33% less likely to be physically violent than young people who are non-participants in Big Brothers / Big Sisters.

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## ISSUES / PROGRAMS LIST

### HOUSING

**Issue:** Homeless Veterans  
**Program:** Public File  
**Date:** August 29, 1999  
**Time:** 5:00A-5:30A

**Description:** Some 300 homeless Sacramento area veterans will get the opportunity to help themselves during this event. Problems the homeless face daily include lack of safe shelter, unemployment, physical and emotional disabilities, substance abuse and hopelessness. The 3 day encampment will allow veterans to participate in a structured assistance program which provides shelter, food, medical care, eye care, legal services, counseling and employment services. Volunteers from 30 private and government agencies assist the veterans and provide over \$1 million of services to veterans and their families.

**Issue:** People With Disabilities  
**Program:** Public File  
**Date:** September 26, 1999  
**Time:** 6:00-6:30

**Description:** Californians for Disability Rights is the oldest and largest advocacy organization of disabled persons in California. During October, Disability Awareness Month, the group is holding a series of informational workshops designed to give disabled persons the tools to recognize and enforce their civil rights. Even though state and federal law prohibits discrimination against people with disabilities, our guest says that people are regularly denied housing, employment and access to buildings and transportation because of their disabilities. The informational workshops will cover empowerment through self-advocacy, enforcing civil rights through the small claim court process, and rights and responsibilities of MediCal, MediCare and SSI beneficiaries.

## ISSUES / PROGRAMS LIST

### YOUTH & FAMILY

Issue: Parent's Notes  
Program: The Parent's Journal  
Date: July 4, 1999 - September 26, 1999  
Time: 6:00A-7:00A

Guest: Real parents give solutions that really work for everyday parenting problems.

Issue: A Child's View of the World  
Program: The Parent's Journal  
Date: July 4, 1999  
Time: 6:00A-7:00A

Guest: Barbara F. Meltz, Author of *Put Yourself In Their Shoes: Understanding How Your Children See The World.*

Issue: Children Being Raised By Their Grandparents  
Program: The Parent's Journal  
Date: July 4, 1999  
Time: 6:00A-7:00A

Guest: Sally Houtman, M.S., Author of *To Grandma's House We Stay.*

Issue: Dealing With Tantrums  
Program: The Parent's Journal  
Date: July 11, 1999  
Time: 6:00A-7:00A

Guest: Dr. Sal Severe, Psychologist, Author of *How To Behave: So Your Children Will, Too.*

Issue: The True Meaning Of Being A Mother  
Program: The Parent's Journal  
Date: July 11, 1999  
Time: 6:00A-7:00A

Guest: Traci Dyer, Author of *Mother Voices.*

Issue: Soccer Moms & Dads  
Program: The Parent's Journal  
Date: July 18, 1999  
Time: 6:00A-7:00A

Guest: Gloria Avberbuch, Author and Mom of 2 Soccer Daughters, *The Ultimate Guide for Soccer Moms and Dads.*

## ISSUES / PROGRAMS LIST

### YOUTH / FAMILY (Cont'd)

Issue: Teens Give Advice To Their Parents  
Program: The Parent's Journal  
Date: July 25, 1999  
Time: 6:00A-7:00A

Guest: J.S. Salt, Editor of *Always Accept Me For Who I Am*.

Issue: Hospice  
Program: Public File  
Date: August 1, 1999  
Time: 5:00A-5:30A

Description: Baby boomers have great difficulty discussing end of life choices with their parents. In addition, although they often have definite views about how they want to spend their final days or months, many senior citizens are also uncomfortable holding these discussions. Elderly people need to know that hospice is an option. Hospice provides in-home support, including home visits by medical professionals, pain management and emotional support for the patient and the family. Other hospice services include spiritual support, respite care, companionship and on-going bereavement art group. Patients also need to know that government funding for hospice is available.

Issue: Dealing With Bullies & Making The Right Decision  
Program: The Parent's Journal  
Date: August 1, 1999  
Time: 6:00A-7:00A

Guest: Carl W. Bosch, Guidance Counselor at Tomlinson Middle School in Connecticut and Author of *Bully On The Bus* part of *The Decision Is Yours* series.

Issue: Getting Your Kids To Cooperate  
Program: The Parent's Journal  
Date: August 8, 1999  
Time: 6:00A-7:00A

Guest: Elizabeth Pantley, President of Better Beginnings, Inc., a family resource and education company. Author of *Perfect Parenting: The Dictionary of 1,000 Parenting Tips* and *Kid Cooperation*.

Issue: Building A Child's Self Esteem  
Program: The Parent's Journal  
Date: August 8, 1999  
Time: 6:00A-7:00A

Guest: Lynda Madison, Ph.D., Director of Psychological Services at Children's Hospital in Omaha, Nebraska and Author of *Keep Talking: A Mother-Daughter Guide To The Pre-Teen Years* and *Progressive Parenting*.

## ISSUES / PROGRAMS LIST

### YOUTH / FAMILY (Cont'd)

Issue: Mentoring  
Program: Public File  
Date: August 8, 1999  
Time: 5:00A-5:30A

Description: Big Brothers / Big Sisters mission is to provide positive, long-term mentoring to children who face the challenges of growing up in single parent homes. Advocacy organizations report one in four households in this service area are single parent homes. Over the last several years there has been an increase in children living at the poverty level, child abuse reports youth unemployment, teen births, and preventable teen deaths. The cost to arrest, incarcerate and potentially rehabilitate a juvenile criminal is \$40,000, while the cost of a Big Brothers / Big Sisters match is about \$1,000 annually. Moreover, Little Brothers and Sisters are 46% less likely to become involved with drugs and alcohol, 53% less likely to skip school and 33% less likely to be physically violent than young people who are non-participants in Big Brothers / Big Sisters.

Issue: Planning and Creating Great Birthday Parties  
Program: The Parent's Journal  
Date: August 8, 1999  
Time: 6:00A-7:00A

Guest: Vicki Lansky, Columnist and Author of several books for parents and children.

Issue: Step Parenting - With Emphasis On Being A Step Mom  
Program: The Parent's Journal  
Date: August 22, 1999  
Time: 6:00A-7:00A

Guest: Sue Patton-Theole, Author of *The Courage To Be A Stepmom: Finding Your Place Without Losing Yourself*.

Issue: Youth & Sports  
Program: Public File  
Date: August 22, 1999  
Time: 5:00A-5:30A

Description: Our guest is in the process of collecting new and used golf clubs to be given to children so they may learn to play golf. Children who may not otherwise have an opportunity to learn the game of golf would be given that chance. Our guest believes the etiquette and rules of golf can be used in life as well, and that an opportunity for a young person to spend the day outdoors, on a golf course, with a grown up - a successful business person, a senior citizen - can be invaluable. For young kids, golf is an option over sitting at home watching television or playing video games. For teens, the game of golf is an alternative to many less positive activities.

## ISSUES / PROGRAMS LIST

### YOUTH / FAMILY (Cont'd)

Issue: Alternative Choices For At-Risk Kids  
Program: Public File  
Date: August 22, 1999  
Time: 5:30A-6:00A

Description: The Youth Guidance Connection's mission is to strengthen and support communities by providing at-risk and high-risk young people and their families with positive alternatives to negative behaviors and actions. Their programs include mentoring, fundamental life skills, substance abuse counseling, teen fathering, gang awareness, and first offender programs, among others. By collaborating with schools, juvenile justice agencies, business leaders and community leaders, the organization seeks to effectively meet the growing needs of all at-risk children. One of their newest programs is "Reducing School Violence Through Prevention" (RSVP), an early prevention and intervention program which targets kids in elementary, middle and high school who have been identified by teachers, counselors, parents and friends as struggling with potentially violent issues.

Issue: An Early Lesson In Grief  
Program: The Parent's Journal  
Date: August 22, 1999  
Time: 6:00A-7:00A

Guest: Rabbi Earl A. Grollman, Grief Therapist and Author of over 25 books helping children and young teens deal with grief.

Issue: Volunteerism  
Program: Public File  
Date: September 5, 1999  
Time: 5:00A-5:30A

Description: The 3<sup>rd</sup> Annual Caring For Our Community is a unique community fair focused on local non-profit organizations and volunteer opportunities throughout El Dorado County. It brings all the organizations together for an afternoon so that residents interested in volunteering can learn about various groups in need of their time. The organizations benefitting from the day include Choices for Children, Habitat for Humanity, the El Dorado Arts Council, Family Connections, Big Brothers / Big Sisters, Mothers Against Sexual Abuse, the Older Adults Task Force and the Institute of Working Parents.

Issue: Opening Up The Communication Lines With Your Children  
Program: The Parent's Journal  
Date: September 5, 1999  
Time: 6:00A-7:00A

Guest: Beverly Inman-Ebel, Author of *Talk is NOT Cheap*.

## ISSUES / PROGRAMS LIST

### YOUTH / FAMILY (Cont'd)

Issue: Child Safety  
Program: Public File  
Date: September 12, 1999  
Time: 5:00A-5:30A

Description: An average of two children per month in the United States die in accidents involving window covering controls. Window covering control cords are more hazardous than other potentially harmful household appliances. The casualties are silent, as the victim, often a small child, is unable to cry out and may appear to be in a natural sleeping or standing position. Often the injury, strangulation, is not obvious, which prevents timely rescue. Our guest's product breaks away from the window, thereby ending the cycle of child related injuries caused by window covering controls. Among the other household dangers to children that were discussed were choking, poisoning, and the danger some toys and their parts pose to small children.

Issue: When It Comes To Childcare... What Should Parent's Know  
Program: The Parent's Journal  
Date: September 12, 1999  
Time: 6:00A-7:00A

Guest: Elissa Tabak-Lombardo, Educator and Administrator for child care centers, Author of *The Caring Parent's Guide To Child Care*.

Issue: Instilling Independence  
Program: The Parent's Journal  
Date: September 12, 1999  
Time: 6:00A-7:00A

Guest: Norm Hershfield... Germany

Issue: Calming A Fussy Baby  
Program: The Parent's Journal  
Date: September 12, 1999  
Time: 6:00A-7:00A

Guest: Martha Stone & Pam Johann, *For Crying Out Loud... CD Of Sounds To Soothe Your Baby*.

Issue: Acts Of Kindness In The World Of A Child: A Conversation With Vivian Gussin-Paley  
Program: The Parent's Journal  
Date: September 19, 1999  
Time: 6:00A-7:00A

Guest: Vivian Gussin-Paley, early childhood educator and author of many books... *The Kindness of Children* and *You Can't Say You Can't Play*.

## ISSUES / PROGRAMS LIST

### YOUTH / FAMILY (Cont'd)

Issue: Pediatric Brain Tumors  
Program: Public File  
Date: September 19, 1999  
Time: 5:00A-5:30A

Description: Each year, over 100,000 people in the United States will be diagnosed with a primary or metastatic brain tumor. Brain tumors are the most deadly of all the childhood cancers. The Ride For Kids event is raising money to start and operate the nation's first and only national brain tumor information data bank. To date, the annual event has raised over \$6,500,000 to support the search for the cause and cure of childhood brain tumors. The Pediatric Brain Tumor Foundation seeks to increase public awareness about the severity and prevalence of childhood brain tumors, aid in early detection and treatment of childhood brain tumors, and most importantly find the cause and cure of childhood brain tumors through the support of medical laboratory research.

Issue: How Children Learn Values and Important Life Skills From Children's Books  
Program: The Parent's Journal  
Date: September 26, 1999  
Time: 6:00A-7:00A

Guest: Dr. Mary Koski, Child Author of *Impatient Pamela* books.

Issue: Natural Consequences / Teens Break Rules  
Program: The Parent's Journal  
Date: September 26, 1999  
Time: 6:00A-7:00A

Guest: Mike Riera, Dean of Students at Marin Academy in San Rafael, California and the author of *Surviving High School* and *Uncommon Sense for Parents with Teenagers*.

## **PUBLIC SERVICE ANNOUNCEMENTS**

KSEG, KSSJ and KDND rotate public service announcements at a rate of at least one per air shift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<b><u>KSEG</u></b>	<b><u>KSSJ</u></b>	<b><u>KDND</u></b>
Mercy Lifeline	5	6	4
Society For The Blind	6	6	5
Sacramento Zoo	4	4	6
Pacific Burn Institute	5	5	7
Sacramento Crisis Nursery	5	7	4
American Red Cross, Sacramento Chapter	4	4	7
Woodland Fire Department	6	6	5
InfoLine / Sacramento	6	7	8
Sacramento County's Adaptive Leisure Services	5	7	5
Families For Literacy	7	5	7
Greater Sacramento Mentoring Coalition	5	6	5
Sacramento Local Conservation Corps	4	7	6
American Lung Association	5	6	5
Music In The Mountains	7	5	6
California Psychological Association	4	7	4
Senior Connection	5	5	5
Carmichael Recreation & Park District	6	5	7
Sacramento Ballet	5	4	4
County Department of Health & Human Services	6	5	6
Sacramento SPCA	4	4	7
Children's Receiving Home Guild of Sacramento	5	5	4
Shriner's Hospital	6	5	7
Sacramento AID's Foundation	7	7	5
Sutter Center For Psychiatry	5	5	5

*(CONTINUED ON NEXT PAGE)*

	<u>KSEG</u>	<u>KSSJ</u>	<u>KDND</u>
Wildlife Care Association	6	4	5
Sacramento Blood Center	7	7	4
Juvenile Diabetes Association	5	5	4
Leukemia Society of America	5	4	4
Canine Support Teams	7	5	6

### **NEWS DEPARTMENT**

KDND airs newscasts twice an hour during Morning Drive, beginning at 5:50am and running until 8:50am, for a total of approximately 375 newscasts per quarter. The reports are roughly 2 minutes in length and include international, national and local news as well as a sports update, a detailed traffic report, and local weather information. The content of the news stories ranges from major national and international headlines to issues that directly and specifically affect the greater Sacramento area. Health issues, entertainment and human interest stories are also included as they occur. On an average each newscast is made up of six stories for a total of over 2300 topics per quarter.

## **APPEARANCES, EVENTS & FUNDRAISERS**

- Entercom / Sacramento was the radio sponsor for the Sacramento Blood Center's largest ever blood drive. All five stations ran public service announcement schedules in support of the event and several of the stations were on-site. 690 pints of blood were donated. Since each pint helps 2 to 3 patients, the event potentially helped to touch the lives of 2,070 individuals.
- Entercom / Sacramento employees continue to be active members of the local Big Brothers / Big Sisters Board of Directors. In addition, Entercom hosts and supplies lunch for the boards meetings, held every two months. Entercom also purchased a \$1,000 table for the agency's "Big Event" fundraiser.
- A group of Entercom employees from various departments spoke to students at a local junior college radio workshop. Departments represented included Programming, Engineering, Traffic, News, Promotions, Production and Sales. The head of the school's broadcasting program believes that students learn more when a current professional presents information.
- Entercom/Sacramento's involvement in the Joe Morgan Celebrity Golf Classic helped to raise \$350,000 for Joe Morgan's "Project Cool" youth mentoring program. Project Cool works with local Sacramento area mentoring programs (Big Brothers / Big Sisters, The Roseville R.E.C. Center) to help at-risk children.